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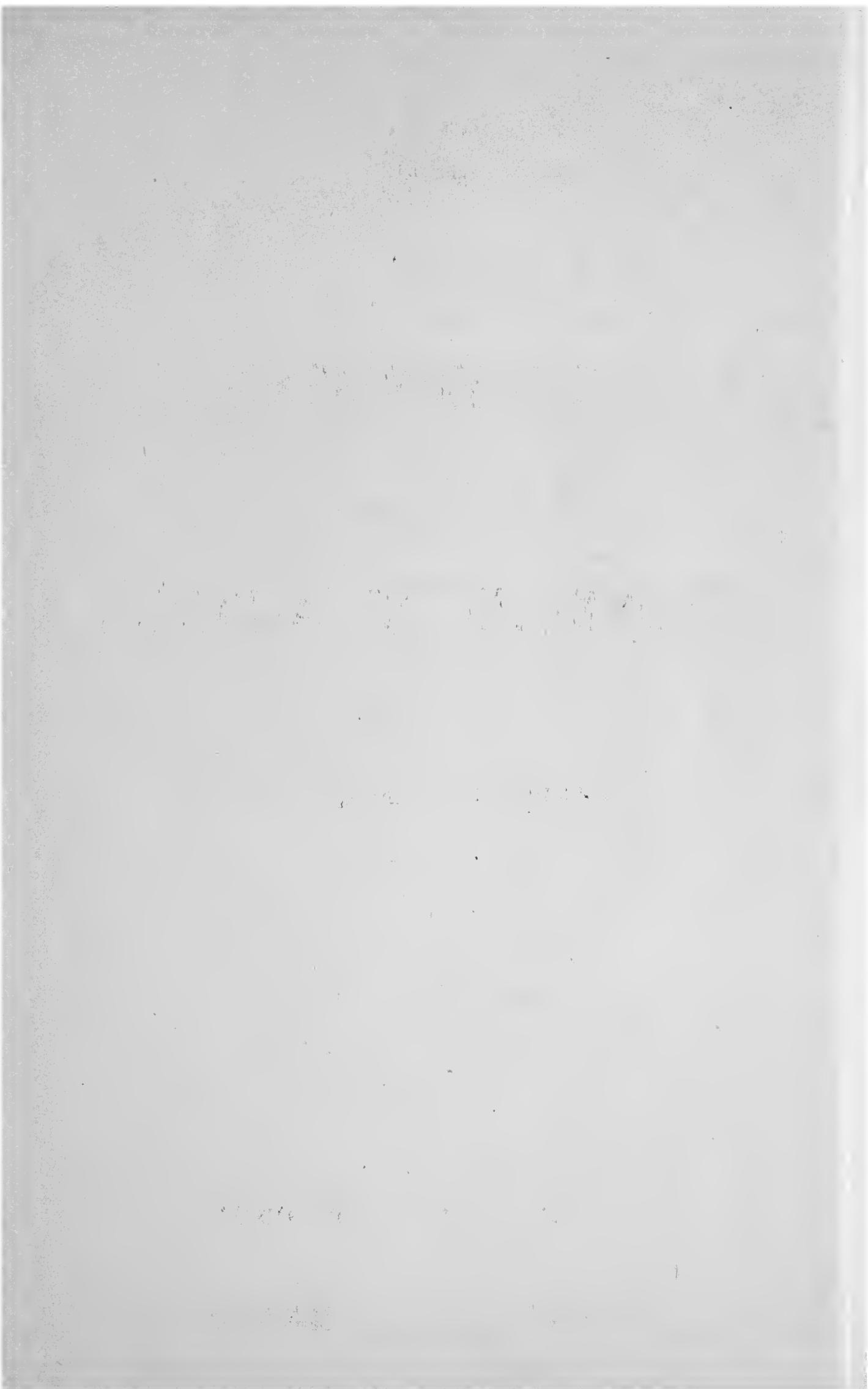
SIXTH ANNUAL REPORT

1950

DEPARTMENT OF ECONOMIC AFFAIRS

HON. A. J. HOOKE  
MINISTER

RALPH R. MOORE  
DEPUTY MINISTER



S I X T H   A N N U A L   R E P O R T  
O F   T H E  
D E P A R T M E N T   O F   E C O N O M I C   A F F A I R S  
O F   T H E  
P R O V I N C E   O F   A L B E R T A

1950

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EDMONTON, Alberta.

TO HIS HONOUR,  
J. J. BOWLEN,  
Lieutenant Governor of the Province of Alberta.

SIR:

I beg to submit herewith the Report of the Department of Economic Affairs for the year ending December 31st, 1950.

I have the honour to be, Sir,

Your obedient servant,

A. J. HOOKE,

Minister of Economic Affairs.

February 1st, 1951

Edmonton, Alberta,  
January 29th, 1951.

TO THE  
HONOURABLE A. J. HOOKE,  
Minister of Economic Affairs,  
Edmonton, Alberta.

SIR:

I have the honour to submit herewith the sixth Annual Report of the Department of Economic Affairs for the period January 1st to December 31st, 1950, in accordance with Section nine, The Department of Economic Affairs Act, Chapter 2, S. of A. 1945.

The Province of Alberta made outstanding progress during 1950. This was reflected in a noticeable increase in the activities of the entire Department, and particularly in the work of the Industrial Development Branch, the Alberta Travel Bureau, the Publicity Branch and the Film and Photographic Branch. In the field of industrial development, 19 new manufacturing establishments located in the Province, and 17 already doing business here made major additions to their facilities. A total of 705 new Alberta companies and 167 foreign companies registered under The Companies Act. Capital expenditure on all classes of industrial expansion (not including the oil supply companies) is estimated in excess of forty millions of dollars for the year under review.

Compilation of economic surveys of cities, towns and villages in Alberta has proven a boon to industry and copies of the reports have been in great demand. "Alberta Newsletter" is also proving popular.

The Industrial Development Branch will utilize all available media this year to promote Alberta's industrial growth and will continue, to completion if possible, economic surveys still to be done.

Promotion of tourist travel to Alberta was greatly accelerated in 1950 and for the first time the number of tourists exceeded one million. There was also an increase in tourist accommodation and an improvement in hotel, restaurant and restroom facilities. The Government Information Bureau at Macleod is still recognized as one of the outstanding developments of the Travel Bureau. During the 1950 season 23,737 tourists signed the visitors' register, while there were numbers who failed to register. Two-thirds of those registering were from the United States. A teletype machine was installed with the resultant service very much appreciated, and complimentary comments were received from many sources. Details of literature distributed, travel shows and other promotion are explained fully in the report of this branch.

Work of the Publicity Branch "hit a new high" during the year and results have been most gratifying. The direct mail campaign inaugurated in 1949 was completed in 1950 and a new provincial campaign begun. "Within Our Borders" has been so popularly received that, commencing January 1st, 1951, it will be issued twice monthly. Calendars which heretofore have been printed and issued by another department at cost were prepared and circulated free by this department. Fifteen hundred copies of a four-color, four-page calendar have been distributed in Canada, the United States and Europe. A separate calendar was printed at a minimum cost for office use.

Displays were shown in 1950 at six locations, two in Alberta, three in eastern Canada and one on the west coast. This practice, however, will not be continued in 1951, except to display at the International Trade Fair in which all provinces and the Dominion Government will participate. Full particulars of Alberta literature is given in the report of the Publicity Branch.

Immigration, which for the first ten months of the year appeared to decline, increased rapidly in November and December with the final result a decrease in 1950 of only 98 immigrants over the previous year. There would have been an increase had it not been for restrictions imposed by the United Kingdom, while a number of applications were rejected either by Alberta House in London, England, or by the Immigration Branch of this department. All arrivals were accommodated in both housing and employment and no complaints of major importance as to administration or the immigration policy of the department were received.

The Film and Photographic Branch made great strides in 1950 and the demand upon it was so great that the staff had to be increased by one. Additional help will be needed this coming year. Four motion pictures were produced during the period under review and at least four more are expected this year while color stills are proving most valuable for publicity purposes. Black and white stills are increasing in demand. An outstanding event in the work of this branch was the filming of the "Townsend Twins" operation for medical research purposes. The use of the Film Library was increasingly beneficial and films and film strips were in demand for educational purposes.

Duties undertaken and work accomplished by the Cultural Activities Branch, Public Relations Office and Southern Area Office are all related in reports attached. A complete report from Alberta House is appended and speaks well for itself. This branch of the Government has been of inestimable value in carrying out industrial research and encouragement of industry to Alberta, immigration and innumerable services on our behalf in the United Kingdom and in Europe. Both the Agent General in London and the Alberta Agent at Ottawa will return to the Province for approximately two months beginning in February. This will

enable them to observe for themselves industrial expansion and other trends within the Province and will assist them in their work in the United Kingdom and Eastern Canada on their return to their respective duties.

The Report of the Geographic Board of which Professor Long is chairman and Mrs. Gostick is secretary is also appended.

In conclusion may I commend the services of all members of the staff of the department, particularly those in charge of the various branches. Their integrity and loyalty have been above reproach and what was accomplished has only been possible with their whole-hearted assistance.

All of which is respectfully submitted,

RALPH R. MOORE,

Deputy Minister.

INDUSTRIAL DEVELOPMENT BRANCH

During 1950 several leading industrialists made personal visits to Alberta, to inspect present developments and compile information relating to their own operations. In some cases after viewing the rapid expansion taking place in Alberta, the visitors made tentative plans to establish branch plants in the Province.

As a result of the direct mail campaign, the Industrial Development Board received many requests from distant points for more information on the resources and opportunities in Alberta.

On September 25th and 26th, the Director of the Industrial Development Board attended a conference of the Provincial Governments Trade and Industry Council held in Eastern Canada. All provincial governments were represented. Purpose of these annual meetings is to exchange information and discuss industrial promotion across Canada. Industrial problems common to all the provinces were presented to representatives of the federal government for their assistance and action. The conference did much to co-ordinate the efforts of the provincial governments toward greater industrialization.

On his return trip from the east, the Director visited industrial firms, chartered banks and other financial institutions in Toronto, Ottawa and Montreal; and in the United States visited Woodville, Ohio and Chicago. The President of one large American firm plans to visit Alberta in the spring to inspect areas having possibilities for the establishment of a branch plant. All business firms contacted were very interested in the Province and expressed their appreciation for the industrial literature being forwarded to them.

In April the Director visited Victoria, making contacts with industrial firms on the west coast, as well as representatives of the British Columbia Government.

On November 27 and 28 the Director again visited the west coast to attend a meeting of the Pacific North West Trade Association. This was held at Seattle, Washington, and marked the first time Alberta had been represented there. At this meeting the director met several leading industrialists and discussed the industrial growth of Alberta and the opportunities this Province provides for branch plants. Some of the industrialists plan to visit Alberta in the near future to view at first hand the prospects that would tie in with their operations.

The object of the association is to encourage development of the resources in western Canada and United States and it is considered that many contacts valuable to Alberta were made.

Board Meetings:

The Industrial Development Board held three meetings during 1950 - at Macleod, Grande Prairie and Calgary. A new system was instigated this year by inviting local industrialists, executives of chartered banks and Chambers of Commerce to attend the first day of the meeting. These open sessions did much to bring local problems, as well as local resources, to the attention of the Board.

The second meeting of the year opened at Grande Prairie. Following a successful meeting board members proceeded to the town of Peace River. A further meeting was held there with several members of the board speaking. Traveling by automobile enabled

the board members to see the vast resources now awaiting development in the Peace River area.

During 1950 the board was increased by one member when N. A. McEacheren, representing the city of Wetaskiwin, was appointed. This is the first time the city of Wetaskiwin has been represented. All seven cities of the Province now are represented on the board. A staff change was made when J. Gordon Morris replaced W. H. Thomson as secretary.

The Industrial Development Board has received the assistance of Alberta House in London, England, in making contacts with industrial firms in the United Kingdom and on the continent. The Agent General visited several firms in Holland who had expressed their interest in establishing branch plants in Canada. The Government's Agent at Ottawa also has assisted the board in making personal visits to Eastern firms that have been corresponding with the Industrial Development Board.

Industrial Expansion:

(a) New Industries. During the year nineteen new manufacturing industries established in the Province. They are manufacturing explosives, asphalt products, roofing materials, petroleum products and cast iron soil pipe. Cost of plant construction amounted to \$17,500,000. Employment was created for 723 persons. In addition two other companies purchased industrial sites but no announcement has been made as to their future plans.

At year's end 10 companies were considering Alberta's possibilities and information on Alberta resources, industrial sites, and other items, is being compiled for them. Some of the companies have tentative plans to establish plants which will operate on a large scale and this will have a terrific impact on the economy of the Province. It is expected that some of the firms will finalize their plans very shortly and make their own public announcements.

(b) Plant Expansion. In 1950 thirty-five companies established branch office-warehouses, or made major plant extensions in Alberta. Value of this class of development totalled \$12,753,980. This does not include the many oil supply firms that located in Alberta. In addition several firms built new warehouses for distribution of their products, which previously had been handled through a sales office. Fourteen of the companies making these additions to their facilities increased their staffs by a total of 173 persons.

(c) Business Additions. Because of Alberta's industrial development, additional demands were placed on department stores, hotels and other services thus making it necessary for many such firms to expand their facilities. Twelve of these business firms made major changes valued at \$6,680,000. All these additions provided employment during their construction period and necessitated substantial additions to the permanent staffs of the companies concerned.

Summary.

The following is a summary of the various types of industrial expansion to which reference has been made:

19 New Manufacturing Industries.....	\$17,500,000
35 New Office - Warehouse Building or Major Plant Additions.....	\$12,753,980
12 Service Businesses .....	\$ 6,680,000
Total capital expenditure	\$36,933,980

It should be noted that the above figures, except for the new industries, cover only major expenditures. Not included are the many smaller additions made by business firms throughout the Province.

#### Other Indicators:

During 1950, 705 new companies were registered in the Province. Of these 477 were capitalized at \$31,735,000. In addition, 167 foreign and extra-provincial companies were registered. These were capitalized at \$11,700,000.

Construction maintained its high tempo for the year, with many points in Alberta setting new high construction figures. Four cities; Calgary, Edmonton, Lethbridge and Medicine Hat; report building permits exceeding a total of \$78,000,000 which is an increase of \$10,500,000 compared with 1949 figures.

#### Economic Surveys and Newsletter.

The Industrial Development Board completed 34 economic surveys of Alberta's cities, towns and villages. Seventy-three are now in draft form. Numerous requests are being received for copies of the surveys, not only in the Province but from points in eastern Canada and the United States.

During the latter part of 1950 the first issue of "Alberta Newsletter" was released. The purpose of this newsletter is to give the businessman a brief coverage of recent Alberta developments and informative data on the natural resources of the Province. A synopsis of one of the surveys also is included.

Some of the projects now being considered for the Province may develop during 1951. As mentioned previously some of these projects are on a large scale and a great deal of information is required before the principals reach a final decision.

#### Other Activities.

The Industrial Development Board in an advisory capacity investigated five applications that were submitted to the Alberta Industrial Corporation for financial assistance. Feasibility of the operation was checked, markets and raw materials were evaluated, and reports were made.

Meetings of the Advisory Committee to the Research Council, of which the Director is a member were attended throughout the year. The purpose of these meetings is to encourage new developments that will exploit Alberta's natural resources.

The Industrial Development Board has also been directed to prepare an industrial survey. This will be conducted during 1951 and will contain a complete inventory of equipment in the various plants throughout Alberta. All industries will be tabulated according to type of product in alphabetical order. Complete information on raw materials, industrial sites and estimated reserves of our natural resources will be incorporated in the survey. A section will contain information of assistance to heavy industries planning to establish here. When completed the survey

will be of great assistance to the Civil Defence Committee, the federal Department of Trade and Commerce, and the Canadian Commercial Corporation.

ALBERTA TRAVEL BUREAU

For the first time in Alberta's history tourists in the Province passed the one million mark. There were 1,084,879 tourists during 1950 and that exceeds the Province's population by 189,879 persons.

Alberta's overall gross tourist business for 1950 showed a gain of approximately 9%, according to compilations by the Provincial Statistician, H. P. Brownlee. The report states that 1,084,879 visitors spent \$25,981,488 in 1950 as compared with 998,690 visitors who spent \$23,200,567 in 1949. Visitors' cars registered at border entry points and national parks' gates in 1950 totalled 309,259 compared with the 1949 total of 276,118.

This increase is all the more favorable since many parts of Canada registered decreases last year. The increase would have been considerably larger had it not been for the railway strike which occurred at the height of the tourist season. Furthermore, the Banff-Jasper Highway was not opened until June 21, the latest date on record. This was due to flash floods which washed out several large culverts.

The above figures include entries to Alberta through British Columbia border entry points such as Kingsgate, Newgate, and others. They also include cars entering Alberta from British Columbia over the Big Bend Highway or through the Crowsnest Pass, and other border points such as North Portal and Estevan in Saskatchewan.

Accommodation Standards.

Accommodation facilities in Alberta improved greatly in 1950 as compared with previous years. In 1949 there were 123 tourist camps with a total of 1,071 cabins. In 1950 Alberta had 1,375 cabins in 162 tourist camps, which is an increase of 39 tourist camps and 304 cabins. A large number of licensed hotels carried out extensive renovating, re-decorating and modernization during 1950, giving the Province a record number of hotel rooms with bathroom facilities. A marked advance also has been made in modernizing and improving washroom facilities in service stations and other public buildings.

The public's reaction to these improvements has been marked emphatically in numerous comments registered by visitors leaving the Province. In order to obtain these comments, questionnaires were issued to many visitors. While the survey revealed there is still vast room for improvement, the number of complaints about low standards of facilities decreased considerably. This survey also revealed considerable improvement in the standards of catering. Complaints about exorbitant charges were almost negligible. On the other hand, the majority of visitors had kind remarks about good food and courteous service, especially in the cities, larger towns and resort centres.

These improvements have been due largely to the educational campaigns conducted by the Travel Bureau, but these campaigns could not have brought about the necessary results without the co-operation of an increasingly large number of hotel men and restaurant operators, and the support of press and radio,

which has contributed much to the improvement of our standards in courtesy, service and quality, in both accommodation and catering.

Travel Shows.

In the spring of 1950 Alberta participated in four travel shows by sending a representative from the Bureau for the first time. Three of these shows were supported through the co-operation of the Pacific Northwest Travel Association and were held in Chicago, San Francisco and Los Angeles. The fourth was supported through the Canadian Travel Bureau and was held in Minneapolis. During the past season our publicity branch conducted displays at the Canadian National Exhibition in Toronto, the Pacific National Exhibition in Vancouver and the Royal Winter Fair in Toronto. While these displays contained sections publicizing agriculture, oil and other industries they were built around the central theme of travel, the motto being "Come to Alberta and see for yourself."

During the past summer Alberta acted as hosts to numerous conventions, the principal one being the Canadian Tourist Association convention in September. Plans are being made to assist several national conventions next season, and it is hoped that the Three Flags Highway convention will be held in Jasper. Negotiations are underway at present.

Travel Advertising.

During the spring of 1950 the Travel Bureau returned to the policy of advertising on a limited scale in the United States, concentrating on the State of Washington. It is significant that in a survey made in Waterton National Park last summer the State of Washington rose to third place on the list of American States for the number of cars entering that park. There were more California and Montana car entries to Waterton, but the State of Washington placed a very good third, with Illinois fourth. This marked improvement from the State of Washington can be attributed to two major influences: namely the co-operation of the Pacific Northwest Travel Association and the use of advertising in Washington State newspapers. It is planned to continue this advertising policy on a more extensive scale this spring.

During the past season radio time and newspaper space in Alberta was used to support the Canadian Tourist Association's Service Week. The campaign was continued well into the summer, and radio time has been reserved for promotion of winter sports in Alberta. These broadcasts will go on the air during January as a part of our continued campaign to build Alberta as an all-year playground.

Two Field Supervisors.

During 1949 one field supervisor was engaged, whose principal duty was to contact resort operators and others in the tourist industry in an effort to co-ordinate their plans with the operation of the Travel Bureau, and also to encourage higher standards of courtesy and service. During the summer of 1950 it was found necessary to put a second field supervisor on the job, because it is a physical impossibility for one man to cover the entire Province each season. These field supervisors will represent Alberta at the Travel Shows mentioned previously.

In addition to his field supervision work, Norman Rault organized the International Collegiate Ski meeting which will be held at Banff, February 3 and 4th. The meet will attract

competitive ski teams from ten of the leading universities in the western States.

W. H. Thomson, an outstanding authority on bird and big game hunting, was assigned to organize services in outlying districts for the accommodation and information of visiting hunters. Early in the bird hunting season Mr. Thomson visited many districts popular for bird hunting, including such places as Stettler, Castor, Hanna, Bassano, Brooks, Vauxhall, Taber, Claresholm and other smaller towns and villages. The purpose of these visits was to contact residents in the areas who could be relied upon to assist hunters, not only in locating good shooting fields, but in getting food and accommodation. It is regrettable, but understandable, that in some districts non-resident hunters are regarded with disfavor. Local people seem to resent the presence of non-resident hunters. However, so long as the government sells licenses to non-resident hunters it is felt they should receive a high standard of hospitality, courtesy and service. Therefore, Mr. Thomson visited these places and made arrangements with numerous local residents who promised to help non-resident hunters sent to them by the Travel Bureau. Almost immediately this service received high commendation from visiting hunters who, since their return home, have written to express their gratitude.

It now is possible to extend that kind of hospitality to non-resident hunters in all the districts mentioned, and several others as well, including such places as Macleod and Lethbridge, where hearty co-operation has been received from many local sportsmen.

#### Macleod Information Bureau.

An outstanding record was established at the Information Bureau west of Macleod. This Bureau was opened about the middle of the 1949 season. It was opened for the 1950 season on June 1st and closed September 15th. No comparison of figures for 1950 as compared with 1949 is possible, except to state that in the period of 1950 which compared with the 1949 period in which the Bureau was operated there was an increase of 1,400 in the number of registrations. During the 1950 season a total of 23,737 persons registered at the Macleod Bureau. Of these approximately 16,448, or approximately 2/3 were from the United States. A total of 7,149 cars were registered, of which 4,661, or approximately 2/3 came from the United States.

This Bureau, established by the Alberta Government, was placed under the direction of the Pacific Northwest Travel Association for purposes of administration, but during 1950 the Alberta Travel Bureau supplied the services, and paid the salary of an assistant. The staff, under the direction of C.K. Underwood, included two female helpers. Teletype service installed the latter part of June enabled visitors to arrange accommodation in advance in Calgary and Banff. It is recommended this service should be extended between Waterton and Macleod and between Macleod and both Edmonton and Jasper.

#### Travel Literature

A major portion of our promotional program is devoted to the publication and distribution of attractive and informative travel literature. During the past tourist season approximately 100,000 copies of our color picture book entitled "Alberta Vacation", and approximately 50,000 copies of our "Holiday Guide" were distributed. This latter is a compendium of specific facts, accommodation rates and data for the direct information of persons who are planning to come to Alberta or who, after their arrival,

have to make decisions about what to see and where to stay. Approximately 150,000 copies of an Alberta folder which is a coupon piece were given out freely at travel shows and exhibitions. In addition to these pieces approximately 50,000 windshield stickers were distributed, the majority of which were placed on windshields of cars of American visitors returning to their homes.

Production of similar literature is planned for 1951, and a booklet entitled "Fishing in Alberta" will be added. This publication, which is already in production, is for distribution only to persons who are definitely interested in sport fishing. It contains colored pictures of our leading sport fish, so that the person catching a fish may identify it exactly. It also contains black and white pictures of other species, together with diagrams of various mouth and fin structures for the guidance and information of anglers. It contains detailed technical description of each species, together with notes on its habits, kinds of lures most likely to prove attractive to it and angling methods which have proved most successful in obtaining good catches.

#### Travel Organizations

An active interest in the affairs and welfare of the Pacific Northwest Travel Association is proof of Alberta's appreciation of the need for close co-operation with travel promotion organizations elsewhere throughout the continent. We are happy to report that the most friendly relations exist between the travel executives of the Alberta and the Canadian governments. Last fall R. R. Moore, Deputy Minister of Economic Affairs, represented the Alberta government at the Dominion-Provincial Conference on Tourist Affairs. The Travel Bureau maintains close contact, and works in harmony with, the Canadian Travel Bureau and with the National Parks Branch of the Department of Resources and Development. Close contact also was maintained with E. G. Rowebottom, Deputy Minister of Trade and Industry for British Columbia and other officials in his travel bureau, the American Automobile Association and the National Automobile Association, which are the two leading national organizations in the United States; and numerous state automobile associations. These offices co-operated in the distribution of accurate road information, and supplied the Travel Bureau with detailed road reports on each of the forty-eight states from day to day.

During the summer months the Travel Bureau issued a weekly road report, which was sent to key A.A.A. and N.A.A. offices, as well as to state automobile association offices throughout the U.S. Appreciative comments were received from tourists on the fact that now, when they ask for Alberta road information in places distant as Southern California, Texas and Florida, accurate information is immediately available.

The Travel Bureau utilized the services of "Ask Mr. Foster Travel Service", which has travel and information bureaus in all principal cities of the United States. Prior to this year only a few of these offices were used, but during the past year all were employed with the result that today the tourist can inquire at an "Ask Mr. Foster" office and receive accurate information and literature on travel and accommodation in Alberta. It is proposed to continue these contacts and to extend them where possible during the 1951 season.

#### PUBLICITY BUREAU

The ever increasing demand for information about Alberta has required the constant attention of all members of the Publicity Bureau. They have not been creating publicity - merely directing and facilitating its distribution, for in the world of business and

industry Alberta is creating its own publicity. Stories of the vast potential of Alberta's natural resources are being read in many lands and in many tongues. In a word, Alberta is good publicity.

Several staff changes were made during the past year. An Assistant Director was appointed who is directly responsible for the production of "Within Our Borders". All material produced for publication in newspapers and magazines is edited by him. Several other details have been assigned to the Assistant Director giving him some administrative responsibility.

A new writer was added to the staff to assist with increased writing assignments.

Internal administration was improved in 1950. The recording and accounting system instituted last year is now functioning smoothly. The new system facilitates checking of all departmental advertising and the prompt payment of accounts. It also constitutes a ready reference to all monies spent on various types of advertising such as displays, magazines, newspapers, radio and signs.

During the year the practice of using the services of advertising agencies was continued satisfactorily, to assist in the planning, preparation and placing of government advertising. Submissions were received where large appropriations were concerned. Final selections were made by the advertising board with the contract going to the best submission.

#### Clipping Service

The purpose of the Clipping Service is to build up reference files of news stories, from provincial and national sources, which are of particular interest to the government, the civil service, and the public.

At the end of 1950 approximately one hundred daily and weekly newspapers and magazines were being received in the Clipping Service office. Approximately 32,500 news items were clipped and indexed. Before being filed for future reference many of these were sent to the offices of the ministers, deputy ministers and departmental officials.

Files were made available to all on request, whether government personnel or private individuals. At the end of the year there were approximately 643 permanent files on as many subjects.

Special services were continued during 1950. These included gathering and distributing clippings to Alberta House, London, England; Provincial Mental Hospital, Ponoka, Alberta; The Alberta Safety Council and the Provincial Statistician at Edmonton.

#### Information Services

This service is for the information of Members of the Legislative Assembly and Alberta members of Parliament to keep them informed of the departmental activities of the Provincial government through a selection of press reports from national and world-wide reviews dealing with economic and financial matters in Canada and throughout the world. Attention is given to such subjects as world markets, the development of natural resources and trade trends, with special attention to reports concerning financial policy.

#### Industrial Advertising

The direct mail campaign prepared for the Industrial Development Board was completed in April. Many inquiries were received and results of the campaign were encouraging. Throughout

the year several new names were added to the mailing list which now totals close to 2,000. No new industrial promotion literature was prepared, although all current publicity material was mailed to the names on the list, i.e., "Within Our Borders", "Annual Oil Review", and the "Alberta Newsletter". The latter, prepared by this office, deals with Alberta's natural resources and contains considerable information of value to industrial men.

Results continue to prove the value of well-planned advertising and promotional material.

#### Industrial Signs

Three signs were completed in 1950. The Honourable Dr. J. L. Robinson, Minister of Industries and Labor, unveiled the first sign in Medicine Hat in July and the Honourable David Ure, Minister of Agriculture, attended the unveiling of the second at Red Deer in August. Both signs point out the natural assets of their respective areas and indicate the industrial development which has taken place. The story of Turner Valley is told on a third sign erected near Okotoks in July. A fourth sign was completed but has not been erected. This and five others will be completed in 1951.

#### Tourist Advertising

The Publicity Branch worked closely with the Travel Bureau in the preparation of good tourist advertising material.

The Tourist Courtesy program was continued, stressing again the value of the tourist dollar and the need for co-operation in making visitors welcome. Radio and newspapers were used and the campaign ran in June, July, August, November and December.

Alberta is rapidly developing into a year-round holiday playground and all advertising and promotion stressed that fact.

Alberta's skiing facilities were displayed in an attractive poster distributed in Canada, the United States and Europe.

#### Calendars

The 1951 calendars were prepared and distributed by the Publicity Bureau. For Government office use 1,500 large size calendars were printed. The twelve months are on one page. No picture was used and copy was held to a minimum.

A special four-page scenic calendar was produced for the Industrial Development Board and the Travel Bureau. A full color production, the four scenes shown are representative of Alberta's tourist attractions. Five thousand were printed and have been mailed to all parts of Canada, the United States and the United Kingdom.

#### Exhibits and Displays

Special Alberta displays were featured during the past year at the Canadian International Trade Fair, the Canadian National Exhibition, the Calgary Stampede, the Edmonton Exhibition, the Pacific National Exhibition and the Royal Winter Fair.

The Trade Fair display was a co-operative effort on the part of the government and four Alberta utilities companies. The display proper was remodeled from that used at the 1949 C.N.E. This remodeled display was exhibited at the Calgary Stampede, the Edmonton Exhibition, and for the first time, in Vancouver at the

### Pacific National Exhibition.

An entirely new unit was created for the 1950 Canadian National Exhibition. Very modern and attractively lighted, it punctuated Alberta's industrial growth, year-round tourist facilities and the modern development of her vast reserves of natural resources. This same display was exhibited at the Royal Winter Fair in co-operation with the Department of Agriculture.

### Departmental Publicity and Advertising

The Publicity Bureau is responsible for the display advertising for all government departments. In 1950 considerable effort went into this work.

Provincial Treasury Branches advertising was prepared by this office and distributed by the agency awarded the contract. The campaign ran in all Alberta dailies and several weekly newspapers throughout 1950.

An extra five thousand copies of the four-page scenic calendar were produced with appropriate copy for the Treasury Branches. Small single-page replicas of the official government calendar were reproduced for branch distribution.

Considerable attention also was given to publicizing the services and activities of the Department of Agriculture. For the second year, "Master Farm Family Award" publicity was handled entirely by this office. Over 6,000 words were written for newspaper and radio this year and captions for fifty pictures were completed.

A special series of departmental ads was prepared by J. J. Gibbons Limited. This campaign still is appearing in all Alberta weekly newspapers. It has been designed to acquaint our rural residents with the various functions and services of government departments. How the cost of these services has increased is illustrated in graphic form. The campaign runs for five months to March 15, 1951.

### Alberta Literature

One of the major functions of the Publicity Bureau is the production and distribution of literature designed for special purposes. Thousands of requests are received annually and this material is mailed to many countries throughout the world. The following are to be noted especially:

#### a. "Within Our Borders"

Close to 150,000 copies of this popular monthly publication were distributed last year. At the end of 1950 rate of circulation was better than 12,000 per month. Extra copies of special issues were printed as required. All government departments were featured in the twelve issues completed in 1950. During the year this material was reprinted in many magazines, farm papers, trade papers and newspapers throughout the country. Commencing January 1st, 1951, "Within Our Borders" will be published twice a month.

#### b. "Annual Oil Review"

This review covered Alberta's oil production figures for 1949. Much in demand by the oil industry, teachers, students and libraries, it was mailed also to all executives and business leaders whose names are on the industrial mailing list. Ten thousand copies were printed and distributed during the year.

c. "Alberta At A Glance"

Primarily prepared for use in the United Kingdom, this extremely informative little folder was rewritten and reprinted for local use. It will be used to fill student and teacher requests for Alberta literature.

d. Other Publicity

Much work has been done on a new booklet to replace "Alberta Nature's Treasure House". This will be completed in 1951 and will be available for distribution next fall.

A substantial number of articles on Alberta were written on requests from a large list of publications. Canadian Press regularly used a supply of fillers which were prepared by this office.

Commentators and analysts continued to tell the Alberta story locally and afield during 1950. The Canadian Broadcasting Corporation's John Fisher remained one of Alberta's best boosters.

Free Publicity

Alberta's amazing strides in the development of her natural resources continue to receive considerable publicity throughout the world. Writers, photographers, artists and prominent business executives come and go, creating their own impressions. Their stories, pictures and quotations are read and seen all over the world. In this way they, too, extend an invitation to others to visit Alberta .... Canada's Province of Opportunity.

IMMIGRATION BRANCH

While official reports from Ottawa indicate that 1950 saw a severe slump in immigration to Canada generally, interest in the Province of Alberta was maintained at a level equal to the previous year. Figures have not yet been released by the Dominion Bureau of Statistics on the number of British immigrants destined for Alberta, but to the totals released it will be necessary to add a large number of British immigrants destined for other provinces who are known to have arrived in Alberta.

Preliminary figures show the number of British immigrants coming to this Province during 1950 as 3,500. This is about equal to the number of British immigrants arriving in 1949, but only half the number of those who came to Alberta during 1948.

This refers to immigration totals. On the other hand, the number of applications received in 1950 by the Immigration Branch direct from Alberta House totalled 545 and involved 1,242 people. In 1949 there were 540 applications involving 1,340 people.

Known departures (some of whom had made application toward the end of 1949) using facilities provided by Alberta House in 1950 totalled 1,270. A breakdown by months follows:

January	41	July	109
February	111	August	104
March	112	September	101
April	108	October	89
May	142	November	121
June	102	December	130

Of the 1,270 who came to Alberta through Alberta House 178 were single males, 102 were single females, 610 were married persons and 380 were children. The amount of money which was brought to this Province by immigrants in 1950 was approximately \$570,000.

The Immigration Branch handled 71 emergency cases, 65 of which came through auspices other than Alberta House. All these cases were dealt with satisfactorily with both employment and housing accommodation located for them. All other immigrants who came to Alberta through our immigration plan were placed in employment either by pre-arrangement or by negotiations with local committees and National Employment Offices.

#### Occupational Trade Groups

Building tradesmen, including carpenters, bricklayers, plasterers, plumbers, painters and decorators and electricians, constituted by far the largest single occupational trade group which came to Alberta in 1950. Motor mechanics, stenographers, accountants and general clerical workers formed the next largest occupational groups. Draughtsmen, salesmen, engineers and professional people formed substantial immigration groups. According to the College of Physicians and Surgeons of Alberta 28 British doctors were registered in this Province in 1950 as compared with 29 the previous year.

#### Screening Tests

The year 1950 was marked by economic changes having direct effects on Alberta's immigration policy. During the early months of the year some uneasiness was felt over rising unemployment figures with the result that screening tests were tightened in an effort to avoid further aggravation of the unemployment problem. In June, however, the situation improved, especially in Alberta, and accordingly screening tests for prospective British immigrants were slightly relaxed to admit a wider range of skilled help. Semi-skilled immigrants were encouraged too, providing all other screening factors were satisfactory.

During the last six months of 1950 applications were received from Alberta House at a rate unprecedented in the experience of the Immigration Branch. Only 28½ per cent of all applications were rejected last year, whereas in 1949, 42 per cent were ruled out as being unacceptable.

Factors taken into consideration in the screening of applications were similar to those of 1949 with the exception that young single men from 18 to 25 were considered acceptable even if they were without skills but were willing to learn a trade for which there was a demand in Alberta. Sponsorship for families was insisted upon as in 1949. In all screening of applications the welfare of the individual or family unit was given first consideration. Any possibility of uncertainty in placement or prospects of hardship for the prospective immigrant was avoided. When it was recommended that a husband proceed to Alberta in advance of his family, consideration was given to the length of time the family would be divided, and if it was thought his family could not join him within reasonable time he was discouraged from coming to Alberta.

It is believed that this policy of giving the welfare of the prospective immigrant prior consideration over the needs of industry is responsible for the success of Alberta's immigration plan.

### Relations with Other Services

During 1950 the Immigration Branch enjoyed good relations with the Dominion Settlement Service, the colonization departments of the railways and all Alberta offices of the National Employment Service. An inspection tour was made of employment offices and immigration committees in Southern Alberta and they were found to be efficient and willing to continue with their assistance to the Alberta Immigration Branch.

Personal contact was made with the Ontario Immigration Branch. Policies were discussed, methods of screening and placement were compared, opinions on assimilation, desirability and welfare were exchanged.

### General Inquiries

The Immigration Branch handled a large volume of general inquiries from many parts of the world asking for advice and information on procedure in making application for admittance to Canada and to this Province particularly. A noticeable trend has been the increasing number of inquiries from many sections of the United States. Although the Immigration Branch is committed to the establishment of British immigrants, consideration was given to all such inquiries.

Failure in establishment or difficulties encountered in the placement and housing of immigrants was negligible during the year. For this record the Immigration Branch wishes to acknowledge the assistance of the various branches of the Department of Economic Affairs, the Southern Area Office under H. A. Webster, and the interest and co-operation of private individuals, firms and organizations throughout the Province.

### FILM AND PHOTOGRAPHIC BRANCH

In 1950, the second complete year of its operation as a branch of the Department of Economic Affairs, the Film and Photographic Branch was again called upon to increase its services. This necessitated the addition of one new member of the staff which now is made up as follows:

Director	-	1
Photographers	-	3
Darkroom Technician	-	1
Artist	-	1
Film Clerks	-	4
Stenographer	-	1

A second darkroom was completed early in the year. This was a major factor in the increased production, particularly during rush periods. Facilities now include two modern darkrooms, two offices, a screening room and a film library. Since its inception the Branch has been expanding and, in common with many others, now is feeling the need for more adequate space.

The following is a comprehensive report on each of the various activities in which the branch was engaged during the year:

#### Black and White Stills:

The ease of production, together with its adaptability to so many uses, again created the larger demand for this type of material.

Comparative figures for 1949 and 1950 are as follows:

<u>Size</u>	<u>1949</u>	<u>1950</u>
5X7	3377	2763
8X10	5789	7926
11X14	183	230
16X20	15	47
20X24	6	28
Larger	-	5
	9370	10999

All these prints were prepared on specific assignments by the various departments. Files were increased by some 1500 negatives and at year's end more than 10,000 negatives were on file.

Color Stills:

Of the 310 enlargements of 11X14 and over, approximately 210 were hand-tinted by a staff artist. One-half of these have been framed and hung in offices of the government and other institutions, or public places. Framing was done in most cases by the Department of Public Works, thus keeping costs to a minimum. As usual, discretion was used in the disposition of these photos so that they would publicize the Province as widely as possible.

Approximately 90 full color transparencies were taken, many of which will appear in the new tourist literature and various magazines during the coming year. Some of the transparencies were again enlarged in full color and back-lighted for the displays on tourism and industry which were used in Toronto and Vancouver.

Motion Pictures:

Four motion pictures were produced during the year. All four run between 15 and 20 minutes and are in full color, while three have sound. These are "Alberta Vacation," "Mental Health", "District Nurse" and "The Enterprise". Altogether, approximately nine thousand feet of color film were exposed during the year, much of which will go into the stock footage library for future use.

Although "Alberta Vacation" was released only nine months ago it is estimated that over 700,000 persons in Canada, the United States and Great Britain have already seen it.

The films "Mental Health" and "District Nurse" were made for the Department of Health and are of a generally informative nature on Alberta's mental institutions and nursing services in the frontier districts.

"The Enterprise" endeavors to show teachers how to conduct an enterprise. This production was a valuable experiment and it is being put to considerable use, particularly in the city of Edmonton.

Photography on four other films was either begun or completed. Two of these, "Resources for Industry" and "The Townsend Twins" (Siamese) will be ready for release early in 1951. The latter film was taken, with permission of the parents, at the request of several surgeons on May 14th, 1950, and shows in complete detail the surgical technique used in the attempt to separate the bodies of the two baby girls. Since it was the first time such an operation was photographed, the film, complete with sound, will be valuable for the purposes of medical science.

Partial shooting was completed on a wild life film and also one on cultural activities within the Province.

Another interesting feature in connection with motion picture work was the encouragement of outside agencies to come into the Province for the purpose of making full length features. In October a director and a producer from Hollywood were conducted to Alberta sites. They expressed interest in the Province for their companies and it is expected they will return in 1951 to make a full length motion picture.

Film Strips:

During the year one film strip was made for the Department of Education to be used by home and school associations. The production was planned and completed by the branch and although some technical difficulties were encountered, it is expected that with the addition of a small amount of equipment the Branch will be able to make film strips on short notice.

One film strip in color was begun for the Department of Health. Illustrating the proper installation of water and sewer facilities in a small town from the health viewpoint, this will be completed in the early spring.

Film Library:

The facilities and services of the film library again were pressed to the limit during the past year. The number of requests for films, particularly from educational organizations, was much greater. The following is a comparative table of shipments and film checks made during the years 1949 and 1950:

	<u>1949</u>	<u>1950</u>
Films	21,000	23,310
Film strips	<u>8,415</u>	<u>8,616</u>
Totals	29,415	31,926

When the film library was transferred to this Branch in 1948, the number of shipments and film checks was 18,399 for the year. The present total of 31,926 means an increase of almost 70 percent since that time.

Miscellaneous:

The staff as usual was called on for frequent showings of films to various organizations in Edmonton and vicinity. This necessitated considerable overtime work. Many of these showings were undertaken by the Public Relations Officer, but showings by the Photographic Branch staff increased from 45 during 1949 to 105 during 1950. Seventy-three of these showings were made after hours and outside of government buildings while 32 were specially arranged in the screening room.

The Branch assisted others by lending projectors and screens on 68 different occasions.

CULTURAL ACTIVITIES BRANCH

This report is based on the work of the Cultural Activities Branch and its associated boards, which are set out hereunder:

ALBERTA LIBRARY BOARD

Miss Louise Riley (Chairman)  
Miss Flora Macleod  
Duncan Innes  
R. C. Gregg

ALBERTA MUSIC BOARD

Prof. Richard S. Eaton (Chairman)  
Mrs. G. M. Egbert  
H. G. Turner  
A. J. Balfour  
George A. Nechkin

ALBERTA DRAMA BOARD

Prof. R. H. G. Orchard (Chairman)  
Miss Esther Nelson  
Mrs. D. W. Hays  
Miss Betty Mitchell  
Gwillym Edwards

ALBERTA VISUAL ARTS BOARD

Prof. H. G. Glyde (Chairman)  
Mrs. P. J. A. Fleming  
Mrs. W. W. Wilson  
E. E. Poole  
E. S. Faiers

Secretary to all Boards - Blake MacKenzie,  
Co-ordinator of Cultural Activities

Library Board.

The Alberta Library Board held three meetings during 1950, two of them being arranged at such times that the Board was later able to meet with members of the other cultural Boards for discussion of mutual problems, and to arrange for closer co-ordination of the work that each Board was doing.

During the year, an all-time high of 22 new libraries were authorized. Seven are within the boundaries of the Lacombe area, which is being experimentally organized on a regional basis. A new branch library was opened also at Calgary. As the library at Peers temporarily closed down in May, this brings the total of active libraries to 107. Fifty of the libraries were visited during the year by the Co-ordinator, a member of the Library Board, or a member of the Southern Area Office.

The Children's Book Display, first organized in 1949, continued its travels in 1950, visiting another 20 libraries in the southern part of the Province. It has been received with a keen interest in every centre, and has contributed a great deal to the increased activity of libraries in developing and maintaining the interest of children in good reading. The book publishers were kind enough at the end of the year to donate a further thirty-four titles to bring the display up to date for next year's touring. These will be added after approval by the Library Board.

A new children's book list, one-third larger than the first, was compiled and circulated to all libraries in the spring. Preparation of regular lists of recommended current books also was undertaken in October.

Considerable time was spent in the Lacombe area, at the request of interested persons in the region, in setting up an experimental regional library board to serve the area. It is expected that in the coming year the method will prove to be of great benefit in bringing to residents of the area library facilities equal to those available to a city dweller. The possibility of the Regional Library Board, because of its wide membership and those connected with all parts of the region, becoming a council

for the clearing of cultural events in all lines is sufficiently intriguing to be worth further exploration.

The maximum for association library grants remained at \$350 this year, but that for municipal libraries was increased during the spring session of the Legislature to \$550. Grants were paid to 87 libraries and seven branches for 1950 to record a total of \$21,090. The average grant per main and branch library for 1950 was \$224, an increase of \$45 per library over 1949.

Three scholarships of \$250 each were awarded by the government in June to assist university students to take training in library science. It is worth noting that scholarship winners in former years are now contributing largely to the management of libraries in the province.

The fifth annual short course was held in July to assist volunteer library workers in managing their libraries. To date, a total of 96 persons have taken advantage of this course. It is offered through the co-operation of the Alberta Library Association and the University Department of Extension, and supported by the government to the extent of \$500 yearly.

A general enthusiasm for the organization of new libraries, and the efficient use of those now in existence, have been noted throughout the province.

Resignations from the board during the year have included Miss Marjorie Sherlock and Mrs. E. E. Morton. R. C. Gregg, of Edson, replaced Miss Sherlock but the vacancy due to Mrs. Morton's resignation has not yet been filled. Miss L. Riley and Miss F. Macleod, whose terms expired during the year, accepted re-appointment.

#### Music Board.

The Alberta Music Board held two meetings during 1950, one of them being arranged so that members could meet with other Boards in a joint meeting.

The Branch again arranged the annual spring tour of the University Mixed Chorus in May, with nine towns being visited. This, the fourth such tour, was by far the most successful to date in all respects.

Through the Branch, the government again made available ten \$100 bursaries for pupils presenting themselves for examination by the Western Board of Music. The awards are received with a great deal of satisfaction, and this year it is particularly gratifying to see scholarship winners of former years taking their place in the larger musical life of the province.

Two sets of the Columbia History of Music recordings were purchased, with accompanying musical scores, and are being made available to the rural music teacher who has no access to a specialized selection of records and scores. The regular recorded concerts, with program notes, continue to circulate.

Seventeen Sunday concerts were presented in the open-air shell at Elk Island National Park during the summer months, through the joint efforts of the branch and the National Film Board, and were extremely well received. This project has definitely proved itself in the opinion of all who have been associated with it, and it is expected that something similar will be done at other provincial resorts and parks in the coming year. It was found necessary, however, to advise other groups that because of the lack of personnel in the branch, no active arrangements could be made

for these other open-air concerts through the branch, such as has been done at Elk Island. However, the facilities of the branch have been offered to such groups with regard to the sources of talent and the best method of organizing.

A number of requests have been received by the branch to place music teachers in various area where no music now is being taught. Aside from publicizing the need, however, the branch was unable, because of the lack of available teachers, to give much assistance.

The annual grant to the Alberta Musical Festival Association (\$400) was again authorized in May. A brief History of Music in Alberta was compiled for the Vancouver Symposium in March.

Two vacancies on the Music Board during 1950 were created by the retirement of the Rt. Rev. A. H. Sovereign to British Columbia, and the resignation of Clayton Hare. These have been filled by Arthur Balfour, of Grande Prairie, and George Nechkin of Red Deer. H. G. Turner, whose term expired during the year, accepted re-appointment.

#### Drama Board.

Three meetings of the Drama Board were held, two of them at such times as would enable the members to meet with the other boards.

Largely through the efforts of the Drama Board an invitation was extended by the Government and the Alberta Drama League to the Governors of the Dominion Drama Festival, to hold the finals in Alberta in 1950. The Festival, presented at Calgary in May, was an outstanding success, and the plays were seen by some 8,000 persons including many visitors from beyond our borders.

The board assisted the Alberta Drama League to establish regional three-act festivals, and late in the year began to re-establish the one-act festivals which it is felt would do a great deal to encourage the development of drama throughout the Province.

Early in the year the board assisted, largely financially, with the tour of the Provincial Players, who presented three Canadian one-act plays in some 30 towns and cities in May and June. Although the plays managed to break even, the general standard of performance unfortunately suffered because it was necessary to do without the services of talented performers who could not tour because of the necessity of working during their annual vacations. It is doubtful that another tour will be undertaken by the group for this same reason.

No personnel changes took place on the Board during the year as the retiring members, Miss Betty Mitchell and Miss Esther Nelson accepted re-appointment for a further period of two years.

#### VISUAL ARTS BOARD

Three meetings of the board were held during 1950, two in Edmonton and the third in Calgary. Mr. Henson, a member of the board since its inception in June, 1948, was forced to resign in September, 1950, and his place has been taken by E. S. Faiers of Lethbridge. Mrs. W. W. Wilson, and E. E. Poole, whose terms expired during the year, accepted re-appointment.

The art circuits established in the spring of 1949 had doubled in size by the time the first two displays of Alberta Art changed places for their second season of touring. A new circuit was set up in the centre of the Province, and a third display assembled and toured it during the summer and fall months. In this way, 56 Alberta artists, representing 13 cities and towns, have had 79 pictures presented in 73 communities over the first 20 months of circuit touring. Twenty-one of the centres have sponsored two displays already, and more than 25,000 people, including hundreds of school children, have viewed them, from Dawson Creek, B.C., to Milk River. The two Schools of Agriculture each utilized a display in July, and one was shown at the Provincial Convention of the Alberta Home and School Association in April.

In addition, two other displays were made up for our use. One of these, from the Provincial Institute of Technology and Art at Calgary, toured eleven centres in the north country during the fall. The second, assembled by the Alberta Society of Artists, will be the southern circuit's third touring exhibition next spring. We are very grateful to these two organizations for their co-operation, and to the Institute's S. J. Perrott in particular for his untiring assistance in Visual Arts Board work during the year.

The second annual arts and crafts scholarship competition was held in June, attracting some 60 entries, and six awards of \$100 each given to the winners to further their studies at provincial art schools. These awards were made possible through continuing donations by interested firms and individuals at Edmonton and Calgary.

During the spring tours of the art displays, the two Handicraft trunks accompanied the pictures, bringing their total of centres visited to 47. It is planned to switch them in 1951, so that both may be seen throughout the Province. A new display tray, of Cluny Lace, was contributed in July by Mrs. H. Lausen of Donalda.

#### General.

The work of the branch suffered some interruption during the year through the resignation of the Co-ordinator, Richard MacDonald, who accepted the post of Executive Secretary of the Dominion Drama Festival, following the Festival's success in Calgary. Mr. MacDonald left Alberta at the end of July, but was able to spend two weeks with the new appointee, Blake MacKenzie, so that the continuity of branch affairs could be maintained. As far as possible the methods of the former Co-ordinator have been followed, so that the general direction of cultural development in the Province remains unaltered.

The Branch appears to be established now as a general clearing house for all matters associated with the various fields covered by the four boards. Inquiries not specifically a matter for any of the boards have been dealt with directly by the branch. During the year, the branch was represented at over one hundred meetings and functions of various kinds.

The quarterly news letter, with a present circulation of approximately 2,400 copies, continued to appear. This news letter, in the final issue of the year, underwent a change of format, which now allows the use of art work in its production. The change in style has been the subject of favorable comment; and the function of the newsletter in keeping persons informed about the activities of the branch and the boards seems to be satisfactorily performed.

During the year three joint board meetings were held. This was felt to be necessary because one problem that was common to all the boards was the lack of financial support which makes a full program possible and the joint meetings were largely used in discussing this phase of cultural development. The boards, too, are interested in publicizing their activities co-operatively and this complemented their discussion of finances.

The resources of the branch were placed at the disposal of numerous allied organizations in the distribution of publicity and information. Posters were mailed out for the Provincial Institute of Technology and Art, brochures distributed for the Banff School of Fine Arts and other services of the University's Department of Extension, and publicity circulated regarding various artistic competitions. It is felt that the branch can function more efficiently by assisting in this manner.

During the year more of the branch's projects were filmed for use in the Cultural Activities film now in production by the Photographic Branch.

The assistance of the Southern Area Supervisor has been invaluable in carrying on and developing the work of the branch and the boards in the south part of the province. As the affairs of the branch become more complex the supervision of the detail work becomes more difficult, and the Southern Area Office has, to a great degree, alleviated pressure on the staff of the branch.

#### PUBLIC RELATIONS OFFICE.

Although the Public Relations Office is attached to the Department of Economic Affairs, its purpose is promotion and maintenance of good relations among all government departments and the general public. In view of its function, this office's services are at the disposal of all government departments and during 1950 every effort was made to discharge the responsibilities as fully and effectively as possible.

Several large conventions were held in Alberta during 1950 and for these the Public Relations Officer did considerable organizing and planning work. He also attended several conventions on behalf of the government. One of the most important conventions of the year was the Canadian Tourist Association Convention in September, held at Calgary, Banff and Jasper.

This was the first time the C.T.A. held its convention in Alberta, and the meeting was described, on many occasions, as the most successful ever held by the Association. Leading tourist people from government and private agencies across Canada and several parts of the United States were afforded an opportunity of viewing for themselves the many attractions for holidayers in this Province. These people left Alberta as enthusiastic salesmen for our vacation lands.

Other conventions in which the Public Relations Officer participated during the year included the Master Plumber's National Convention at Benff; The Party Workshop Rural Editorial Service at Banff and Lake Louise; The United Kingdom Agricultural Mission at Edmonton and Elk Island Park; The American Dermatological Society at Jasper; The Pi Beta Phi Convention at Jasper; The Dominion Fire Chiefs' Convention at Vermilion; The Alberta Weekly Newspaper Editors Convention at Lethbridge; The National Council of Beekeepers meeting at Banff and the Dominion Drama Festival at Calgary.

Following are some other special events in which the Public Relations Officer played an important role: The Fourth Annual International Inter-Collegiate Ski Meet at Banff; the inaugural flights of Western Airlines and the Northwest Airlines; the visit to Alberta of the Honorable Joseph Smallwood, Premier of Newfoundland; and the opening of the swimming pool and recreation centre at Jasper.

The Public Relations Officer did considerable work in arranging the government display at the Edmonton Exhibition and the Pacific National Exhibition at Vancouver. He was in attendance at both of these exhibitions.

During the past year the Public Relations Officer addressed several meetings and showed films on behalf of the government. This phase of the activities of the office is increasing considerably and is a very useful means of establishing contacts with the public on behalf of the government.

During the year visitors from such far away places as Norway, France, Great Britain, India, and Pakistan were received and entertained on behalf of the government. On such occasions a visit was made whenever possible to the Leduc oilfields and the oil refineries in the neighborhood of Edmonton.

In view of the unsurpassed tourist attractions in this Province, and in addition to its many industrial possibilities, Alberta has again been chosen as the venue of a large number of important meetings and conventions to be held in 1951. It is anticipated that such occasions will present excellent opportunities for this office to emphasize the many advantages that exist in Alberta for the tourist and the industrialist.

#### SOUTHERN AREA OFFICE

The purpose of the Southern Area Office is to represent the Department of Economic Affairs and assist in the implementation of all departmental policies in that part of Alberta from Red Deer to the International boundary.

The year 1950 saw a considerable increase in the activities of the office. To provide for this and to make for greater efficiency the office arrangement was greatly improved. There are now two good private offices, an adequate general office and a combined board room and office which will provide accommodation for visiting officials and also a place where meetings of small boards may be held.

The experience of 1950 has proved that personal contacts carried out by the staff of the Southern Area Office has resulted in quicker, more economical action and the maintenance of more friendly and co-operative relations with individuals and organizations with whom the department has business.

Tourist and cultural activities have been the major duties of the southern area staff during 1950. A decrease in the number of British immigrants arriving in Canada resulted in a reduction in the work relating to immigrant settlement in the southern area. Public relations work continued to occupy an important place in the schedule while the resumption of personnel work to assist the Director of Personnel added considerably to the many and varied duties of the Calgary office.

Approximately 900 office interviews were recorded through the year. A total of 23,477 car miles was travelled in southern Alberta on departmental business. Approximately 5,000 pieces of

correspondence were handled during the year, not including packages of maps, and other material for the Travel Bureau.

Immigration.

As noted above immigration activities were somewhat curtailed. Fifty-nine families who came forward through Alberta House were dealt with. In addition a number of immigrants traveling on their own were referred to us by other agencies and these too were assisted in obtaining employment and accommodation. A new feature of the work of this branch was a number of inquiries from local employers wishing to bring out skilled labor. In several cases these have been brought to a successful conclusion with the arrival of a suitable immigrant brought out especially for the position.

During the year contact was maintained with a number of the key men and committees in towns and cities who were of assistance in the reception and settlement of immigrants in their respective districts.

Cultural Activities.

Thirty-one libraries were visited during the year and a report on their activities compiled. Advice and assistance was given as requested.

Considerable work was done in assisting various districts and communities to form their own libraries. Seven new libraries were formed and now are functioning satisfactorily. These are at Brooks, Bencroft, Glenwood, Stavely, Innisfail, Cochrane and Tilley.

In addition twenty-three other communities were contacted and at these, library formation is being studied by local organizations.

Visual Arts: The southern art exhibition of 25 pictures organized with the co-operation of the F.C.A. and A.S.A. was sent to 20 points in southern Alberta.

To stimulate interest in handicrafts the southern handicraft display trunk was sent to 16 points in southern Alberta.

Drama: Considerable work was done by the Southern Area Office assisting the Calgary festival committee with the Dominion Drama Festival held at Calgary in May 1950. Office space, secretarial and stenographic assistance was made available to the festival committee.

Combined Boards: One meeting of the combined boards was held at Calgary during the year.

Alberta Travel Bureau.

The Southern Area Office staff assisted in making preliminary arrangements and handling details during the progress of the Canadian Tourist Association Convention held at Calgary, Banff and Jasper during September.

Secretarial and stenographic assistance to the Pacific Northwest Travel Association was provided. The American Editors Tour of Alberta points on behalf of the P.N.W.T.A. was also assisted.

In 1950, 59,000 maps, 43,000 Holiday Guides, 64,950 windshield stickers and 3,028 Alberta Vacation booklets were

distributed to the Travel Bureau's mailing list and to various other points by the southern office. A complete coverage of auto camps, motels and service stations on the highways from Medicine Hat to Red Deer and Calgary to Banff was made during the year and these places were kept stocked with tourist literature and maps.

Some time was given to compiling statistical data in Calgary and Banff for Holiday Guide 1951 issue.

Publicity and Public Relations.

A number of contacts were made and functions organized on behalf of the Public Relations Officer in Calgary, Banff, Lethbridge and elsewhere during the year. This service results in obvious economies in time, effort and money and will no doubt be extended as occasion warrants.

Personnel Work.

A large number of interviews relating to applications for employment in the government service were given on behalf of the Director of Personnel. From time to time other branches of the government services have used the Southern Areas office to carry out investigations and public relations work. These are mentioned not because of their number or complexity but to indicate a field wherein the service to the government as a whole could be readily expanded.

ALBERTA HOUSE.

The functions of Alberta House in the United Kingdom are classified under five headings:-

1. Immigration.
2. Industrial Development.
3. Publicity.
4. Civil Inquiries.
5. Representation.

Immigration.

For the third consecutive year there has been a definite increase in the total number of requests received at Alberta House for information on employment, housing, education, cost of living, social services, industry, agriculture, climate, transportation charges.

The number of prospective emigrants interviewed in 1950 totalled 1,762 compared with 875 in 1949. Despite the rigid adherence to a policy of strict selectivity, the number of applications for emigration accepted showed an increase over the previous year, the applicants being classified as follows:-

Agricultural	Clerical	Executive and Professional.	Trades	Semi-skilled and unskilled
20	93	123	225	84

Because of this existing policy of selectivity, and the emphasis placed on professional, technical and trade qualifications, the high standard in British emigrants to Alberta was more than maintained. Complaints received from new arrivals in the Province may be said to have been negligible.

United Kingdom emigrants admitted into Canada in 1949 numbered 22,201.

In 1950 the College of Physicians and Surgeons of Alberta showed a total registration of twenty-eight British Doctors.

It is conservatively estimated that in excess of \$1,250,000 was introduced into the Province in 1950 by total of all British immigrants. This amount compares favourably with the 1949 figure of \$1,196,682.

During the year, immigration meetings were addressed in Bournemouth, Manchester, Birmingham, the Channel Islands of Jersey and Guernsey and the Isle of Wight. Alberta films shown at these meetings were extremely well received. In almost every instance the seating and standing accommodation of over three hundred in the halls booked was found to be inadequate.

Alberta House continued to work in close co-operation with the Department of Citizenship and Immigration, the Department of Labour for Canada, the Dominion Settlement Service, Canadian National and Canadian Pacific Colonization Departments throughout the United Kingdom. The British Dominions Emigration Society was at all times most helpful.

#### Industrial Development

In spite of continued currency restrictions, United Kingdom and European industrialists showed increasing interest during the past year in exploring the possibility of industrial establishment in Alberta. Industrial inquiries generally more than quadrupled those of the previous year.

Close contact was maintained throughout the year with the Council of British Manufacturers of Petroleum Equipment, who directed numerous inquiries to Alberta House for information on oil development and the means of gaining access to the provincial oil field equipment market.

Alberta House projects included the preparation and dissemination of information on Alberta's expanding industries and natural resources; research and preparation in connection with submissions by British and European industrialists to their respective governments for authority to transfer capital or capital equipment for the establishment of branch plants in Alberta; collaboration with British industrialists in the preparation of Alberta market surveys.

Some three hundred interviews were held with British and European industrialists seeking information on Alberta. Subsequently, a number of these industrialists visited the Province.

Papers were read during the year to the Oil Industries Club in Great Britain, the Council of British Manufacturers of Petroleum Equipment, engineering and professional groups in many of the larger centres throughout the United Kingdom. Alberta films were shown at several of these meetings.

Requests were received from a number of Alberta visitors to the United Kingdom for assistance in locating sources of supply of textiles, steel, steel products, oil field pipes and tubes and oil field equipment. In a number of instances, the assistance rendered by Alberta House resulted in the placing of substantial orders.

#### Publicity

During the past year publicity was largely directed towards

encouraging United Kingdom emigration to Alberta and participation of British interests in Alberta industry.

The brochure, "Alberta at a Glance" received favourable comments from emigration and transportation authorities throughout the United Kingdom. The "Alberta Oil Review", "Alberta, Nature's Treasure House", and "Alberta Vacation" were in great demand as was "Alberta Facts and Figures". The direct mail campaign created much interest in financial and industrial circles.

A number of brochures, compiled and forwarded to Alberta House by representatives of Alberta cities, were given selective circulation in Great Britain and Western Europe.

With the kind co-operation of the Canadian Pacific Railway, the Alberta display, featuring agriculture, natural resources, industry and tourism, was exhibited for a period of over six weeks in the main windows of their head offices, located directly opposite Nelson's Column, Trafalgar Square, London. The Cunard Steamship Company also co-operated with Alberta House by having the Alberta display sectionally exhibited in the windows of their Manchester and Bradford offices. It is conservatively estimated that over five million persons passed these display windows during the time the Alberta display was being shown in these three cities.

A number of industrial press releases were made during the year and numerous Alberta photographs were distributed to trade journals, periodicals and to the British Press.

The monthly publication "Within Our Borders" was regularly distributed throughout the British Isles.

The three Alberta films "Green Acres", "Alberta Vacation" and "Autumn in Alberta", shown to thousands of people in the British Isles and the Channel Islands, were accorded a most favourable reception.

#### Civil Inquiries.

Assistance was given to a large number of United Kingdom and Alberta residents in such matters as obtaining copies of birth, marriage or death certificates. Inquiries were instituted on both sides of the Atlantic regarding the whereabouts of missing persons. Assistance was rendered in the settlement of estates in both Alberta and in the United Kingdom.

The Agent General was invited on numerous occasions throughout the year by representatives of His Majesty's Government and by representatives of the High Commissioner for Canada for consultations on specific problems relating to Alberta.

#### Representation.

During 1950 the Agent General was privileged to represent the Government and the people of Alberta at the opening of the New House of Commons at Westminster.

The Agent General also was invited to attend official functions and receptions given by His Majesty's Government in the United Kingdom; the Corporation of the City of London; the British Commonwealth and European diplomatic representatives in the United Kingdom and by a number of leading financial and industrial corporations.

Alberta Visitors.

An increasing number of Alberta visitors found their way to Alberta House, where their requests for information were dealt with by an all-Canadian staff well versed in regulations pertaining to currency exchange, food rationing registration, passport visas, custom tariffs and the many other problems which beset Canadian visitors to the United Kingdom.

Acknowledgements.

The Agent General wishes to acknowledge the assistance and co-operation extended to Alberta House by all staff members of the Department of Economic Affairs, and by other departments of the government of Alberta.

The Agent General also wishes to acknowledge the continued close co-operation between Alberta House and the Office of the High Commissioner for Canada in the United Kingdom.

FIFTH ANNUAL REPORT

of

THE GEOGRAPHIC BOARD OF ALBERTA

Appointed by Order in Council 254 - 46  
dated February 6, 1946, and further re-  
gulated by the Geographical Names Act,  
1949

\*

Members:

Mr. Duncan Innes, M.A.  
Mrs. Edith H. Gostick, Provincial  
Librarian Secretary  
Mr. John H. Holloway, M.Sc.,  
Director of Surveys.  
Professor Morden H. Long, M.A.,  
F.R.S.C., Chairman.

\*

The Reports of the Board for the  
years 1946, 1947, 1948 and 1949 are con-  
tained in the Second, Third, Fourth and  
Fifth Annual Reports of the Department  
of Economic Affairs.

\*

The Honourable A. J. Hooke,  
Minister of Economic Affairs,  
Edmonton, Alberta.

Dear Sir:

We beg to submit for your consideration  
the report of the Geographic Board of Alberta,  
for the year 1950.

Respectfully submitted,

Edith H. Gostick,  
Secretary,

Morden H. Long,  
Chairman,

REPORT OF THE GEOGRAPHIC BOARD OF ALBERTA

FOR THE YEAR 1950

Co-operation with the Canadian Board on Geographical Names.

As in previous years the work of the Geographic Board of Alberta has required the closest co-operation with the Canadian Board on Geographical Names. This has entailed an extensive correspondence on the part of the Secretary. Suggestions of the Alberta Board regarding such matters as new names, the alteration of old names, the honouring of war heroes, and a simpler method of listing features in the monthly minutes of the Canadian Board have been courteously considered at the meetings of the latter body and have had weight in its decisions. The constructive co-operation of the two Boards has been materially aided by continuing personal contacts. On the one hand, Mr. J. H. Holloway, Director of Surveys, was able to attend the annual meeting of the Canadian Board in Ottawa on February 3rd, 1950, and Professor Long, while in Ottawa on other business, attended the monthly meeting in June. On the other hand, the Alberta Board greatly appreciated a visit on July 17th from Mr. P. E. Palmer, Chairman of the Canadian Board in the course of which questions of mutual interest were discussed.

Co-operation with the National Parks and Historic Sites Services.

In the course of its work the Board has realized that the above branch of the Department of Resources and Development of the Government of Canada has an interest in the naming of geographical features in the National Parks lying within the Province of Alberta. Accordingly steps have been taken to arrange a conference with Mr. James Smart, Controller of the National Parks, regarding this matter of mutual concern on the occasion of his next visit to Edmonton.

Co-operation with the Departments of Education and of Municipal Affairs.

During the year the Department of Education continued its practice of consulting the Board in the naming of certain School Districts. A similar consultation is being established with the Department of Municipal Affairs which, under Section 10 of The Town and Village Act, possesses authority with respect to the changing of names of municipalities. The Board is highly appreciative of the cordial and co-operative attitude adopted by these Departments towards its work.

Names of Special Interest

Heart River

On the basis of representations made by Mr. Norman Soars of the town of Peace River and Mr. E. L. Lamont, Secretary-Treasurer of that municipality, the name Harmon River was altered on May 4th, 1950, to Heart River. The latter was its original appellation, appearing as early as 1805 in the notes of the famous explorer and surveyor, David Thompson, who refers to it as "the Heart Brook". This stream flows through the town into the Peace River and, though the name "Harmon River" had appeared on maps, that of "Heart River" remained in local use. Future maps will thus be made in conformity with local usage.

South Heart River

The above change necessitated another alteration, for the name "Heart River" had been given to a stream that flows into Buffalo Bay at the north-west end of Lesser Slave Lake. It was ascertained through the kind co-operation of Dr. J. B. Wood, M.L.A. for Grouard, that there would be no local objection to the prefixing of the word "South" to the name of "Heart River". This change from "Heart River" to "South Heart River" also became official on May 4th, 1950.

Anderson Creek, Lloyd Creek and Boyd Creek

It has been the policy of the Board to honour only decorated fatal casualties of the Canadian Armed Forces by giving their names to physical features within the Province. To this rule the Board Thought it wise to make an exception in the cases of the three sons of Mr. and Mrs. W. B. Anderson of Craigmyle, Alberta. These boys, Lloyd George, James Sangster and William Boyd, who were the only children of Mr. and Mrs. Anderson, all enlisted in the R.C.A.F. and lost their lives between October, 1942, and March, 1943. In honour of the sacrifice of this family the three branches of the Blindman River in the Rimbey District have been named Anderson Creek, Lloyd Creek and Boyd Creek.

War Heroes Honoured

Following is the list of physical features named in honour of decorated Alberta personnel.

BITUMOUNT SHEET:

<u>Johnson Lake</u>	Twp.	Rge.	Mer.
	99/100	3	4

In honour of the late  
Sgt. Gordon Fraser Johnson, M.I.D.,  
Calgary, Alberta.

This lake is 70 to 75 miles N.E. of Waterways.

<u>Kearl Lake</u>	95/96	8	4
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In honour of the late  
F/L E.E. Kearl, D.F.C.,  
Cardston, Alberta.

This lake is 40 to 45 miles N.E. of Waterways.

<u>Audet Lake</u>	100	6	4
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In honour of the late  
F/L R.J. Audet, D.F.C.,  
Lethbridge, Alberta.

This lake is 70 to 75 miles N.E. of Waterways.

FORT VERMILION SHEET:

<u>Robertson Lake</u>	120/121	18	4
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In honour of the late  
Pte. James Peter Robertson,  
V.C., Edmonton, Alberta.

This lake is situated between Fort Smith and  
Fort Vermilion.

<u>LAC STE. ANNE SHEET:</u>	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
<u>Brock Lake</u>	56	6	5
In honour of the late Cpl. George W. Brock, M.I.D., Edmonton, Alberta.			
This lake is 5 miles South and 1 mile East of Sengudo.			
<u>Cameron Lakes</u>	54	1	5
In honour of the late F/L T.H. Cameron, D.F.C., Sylvan Lake, Alberta.			
This lake is 6 miles North and 1 mile West of Stony Plain.			
<u>MINNEHIK SHEET:</u>			
<u>Anderson Creek</u>	44/45	3/4/5	5
In honour of the late F/S James Sangster Anderson, Craigmyle, Alberta.			
This creek is 1½ miles North of Iola.			
<u>Wilson Creek</u>	42/43/44	4/5/6	5
In honour of the late P/O R. Wilson, D.F.C., Stettler, Alberta.			
This creek is 12 miles West of Bluffton.			
<u>NORDEGG SHEET:</u>			
<u>Joyce River</u>	38/39	15/16	5
In honour of the late S/L R. G. Joyce, A.F.C., Calgary, Alberta			
This river is situated S.W. of Nordegg.			
<u>PATENAUDE LAKE SHEET:</u>			
<u>Vokes Lake</u>	117	20	4
In honour of the late Lt. Col. Frederick Alexander Vokes, M.I.D., Calgary, Alberta.			
This lake is approximately 40 miles N.W. of Lake Claire.			
<u>Jodoine Creek</u>	116/117	18/19/20	4
In honour of the late A/AB Lawrence James Jodoine, M.I.D. Edmonton, Alberta.			
<u>Knights Creek</u>	116/117	17/18	4
In honour of the late F/L J.K. Knights, D.F.C., Calgary, Alberta.			

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
<u>Kilpatrick Creek</u>	116/117-(118/119)	17/18/19 -(20/21)	4

In honour of the late  
Lieut. Vernon Francis  
Kilpatrick, M.I.D., Calgary, Alberta.

All three creeks empty into Peace River at  
points approximately 27 miles N.W. of Lake Claire.

REITA LAKE SHEET:

<u>Chandler Lake</u>	59	1/2	4
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In honour of the late  
F/O A. J. Chandler, A.F.M.,  
Ribstone, Alberta.

This lake is approximately 25 miles South of  
Cold Lake.

RIMBEY SHEET:

<u>Boyd Creek</u>	42/43	2/3	5
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<u>Lloyd Creek</u>	44/45	3/4/5	5
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In honour of the late  
F/O William Boyd Anderson,  
and F/S Lloyd George Anderson,  
Craigmyle, Alberta.

Boyd Creek is  $6\frac{1}{2}$  miles south of Bluffton and Lloyd  
Creek is 7 miles East of Hoadley.

<u>Welch Creek</u>	41/42	4/5	5
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In honour of the late  
L/Cpl. Dwight E. Welch, M.I.D.,  
Erskine, Alberta.

This creek is three miles West of Leedale.

WARBURG SHEET:

<u>Longhurst Lake</u>	51	1	5
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In honour of the late  
Major Willmot George Longhurst,  
M.I.D., Edmonton, Alberta.

This lake is approximately 6 miles South West of  
Stony Plain.

As in previous years the members of the Board have been  
much affected by the expressions of appreciation from the next of  
kin in connection with this public honoring of the service and  
sacrifice of our heroic war dead.

Other New Places Names, 1950.

<u>Coulees</u>	Brush Easy	North Easy South Easy
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Creeks

Asphalt	Little Strawberry	Nickerson
Cache	Lost	Prairie
Cardinal	MacDonald	Shoal Lake
Drolet	Mink	Stanley
Fork	Mishow	Sunnybrook
Fort	Muriel	Wabamum
January	Muskrat	Whitefish

Depressions

Bain
Ross
Stewart

Flats

Brush
Daniels
Juniper

Hills

Cutpick	Fort Hills
Dubois	Morley

Islands

Alexander	Horse	Morton
Bird	Ings	Shott
Dalkin	Lafont	Sled
Dephne	Lorna	Sutherland
Farming	McDermott	Wheeler
Furlough	Mills	Williscroft
Haight	Morrison	

Junctions

Darson Junction
Kent
Peace River Junction

Lakes

African	Eden	Minnie
Arnault	Gamma	Moonshine
Arthur	Gerharts	Moss
Ball	Glory	Muskeg
Bard	Gosling	Newton
Barreyre	Hoople	No Outlet
Bear	Hope	Norberg
Bell	Hubbles	Reid
Beta	Ice	Round
Birch	Jackfish	Saline
Byers	Johnnys	Scott
Cardinal	Kakina	Sherritt
Carey	Kettle	Smith
Chatwin	Kitto	Soldan
Chickakoo	Lessard	Spring
Choto	Letour	Square
Corner	Limestone	Stebbing
Cranberry	Lily	Sunset
Cranes	Little Island	Susan
Delta	Little Rock Island	Tamarack
Denning	Liza	White Horse
Desmew	Lumba	Whitewood
Dishpan	MacBeth	Willow
Drink	Maloney	
Easy	Matchayaw	Wolf

Post Offices

La Crête Norma  
Langford Park Terrace Heights

### Ridges

Copton  
The Hogsback

## River

Pierre

## Springs

Eagle  
Ready

### Stations

Battle River  
Stewart

### Miscellaneous Names

Lone Eagle - Butte  
Cottonwood - Grove  
Twin - Peaks

Frog - Ponds  
Pandora - Settlement

### Name Changes

Anderson - Creek	not West Branch of Blindman-River
Astotin - Creek	not Stotin - Creek
Beauvais - Lake	not Bovey - Lake
Blindtrail - Lake	not Blind Trail - Lake
Boyd - Creek	not South Branch of Blindmen-River
Brousseau - Creek	not Brousseau - Creek
Brule - Creek	not Brûlé - Creek
Byron - Creek	not Bryon - Creek
Camrose - Town	not Camrose - City
Cardinal - Mount	not Cardinal - Mountain
Carroll - Lakes	not Carroll - Lakes
Carvel - Post Office	not Carvel Station - Post Office
Cottage - Lake	nor Carvel - Station (Carvel Station P.O.) At corrected location as shown in E-1 of name sheet. 52-2-5
Deadman - Gulch	not Dead Man's - Gulch
Dechaine - Lake	nor Dead Man - Gulch
Duhamel - Lake	not Lake Dechaine - (Lake)
Dussault - Lake	not Lake Duhamel - (Lake)
Easy - Coulee	not Lake Dussault - (Lake)
Easy - Lake	not Bain - Depression
Ethel - Lake - Lake	not Smith - Lake
Evansburg - Post Office	not Lake Ethel - (Lake)
Geoffrey - Lake	not Evansburgh - Post Office
Grand Centre - Post Office	not Lake Geoffrey - (Lake)
Green Court - Post Office	not Grande Centre - Post Office
Guy - Lake	not Greencourt - Post Office
Heart - River	not Lake Guy - (Lake)
Jackfish - Creek	not Harmon - River
	not Jack Fish - Creek
	nor Bourque - Creek

Johnnys - Lake	not Mink - (Lake)
Joyce - River	not Smallpox - Creek
Kapasiwin - Station	nor Scub - River
Kelly - Lake	not Kapasiwin Beach - Station
Lemoureux - Settlement	not Lake Kelly - (Lake)
Lengford Park - Post Office	not L'Amoureaux - Settlement
Little Brule - Creek	not Rexboro - Post Office
Little Strawberry - Creek	not Little Brûlé - Creek
Lloyd - Creek	not West Branch of Strawberry- Creek
Lone Eagle - Butte	not North Branch of Blindman- River
Low Water - Lake	not Long Eagle-Butte
Majeau - Lake	not Low-water- Lake
Matthews Crossing - Settlement	not Lake Majeau - (Lake)
Medicine Tent - River	not Matthews - Settlement
More - Lake	not Medicine-tent - River
Michaud - Lake	nor Medicinetent - River
Military - Point	not Lake Mere - (Lake)
Norma - Post Office	not Lake Michaud -(Lake)
North Edmonton - Post Office	not Military - Point -
Prefontaine - Lake	Settlement. At corrected
Qui Barre - Rivière	location as shown in E-1
Riverbend - Station	of name sheet 52-2-5.
Rivière Qui Barre - Post Office	not Spring Creek - Post Office
Robertson - Lake	not North Edmonton - City
Ste. Anne - Lac	not Lake Prefontaine -(Lake)
Sherritt - Lake	not Rivière-qui-barre- (River)
South Heart - River	not River Bend - Station
Strawberry - Creek	not Rivière Qui Barre - Post Office
Sunnybrook - Creek	nor Rivière-qui-barre- Post Office
Therien - Post Office	not O'Donnell - Lake
Thinlake - River	not Lake St. Ann - (Lake)
Vincent - Lake	not Sheriff - Lake
Welch - Creek	not Heart -River
Whisky Jack - Lake	not East Branch of Strawberry- Creek
Wilson - Creek	not Black - Creek
	nor Buck - Creek
	not Thérion - Post Office
	not Thin Lake - River
	not St. Vincent - Lac
	not West Branch of Medicine - River
	not Whisky Jack - Lake
	not East Branch of Medicine - River

#### Deletions

#### Creeks

Black	East Branch of Strawberry
Bourque	Smallpox
Buck	West Branch of Strawberry

#### Depression

Bain

#### Lakes

O'Donnell	Smith
Sheriff	

Post Offices

Rexboro

Spring Creek

Rivers

East Branch of Medicine	South Branch of Blindman
Harmon	West Branch of Blindman
North Branch of Blindman	West Branch of Medicine
Scab	

Settlements

Brawford  
Earlston

Favor  
Gold Creek

Growing Bolume of the Board's Work

During the five years since the establishment of the Board its work has grown steadily in volume. In addition to the regular communications noted above with authorities in Ottawa, there has been further correspondence in connection with the naming of communities and physical features, with the next of kin of service personnel and with District Agriculturists, Superintendents of Schools, municipal officials and others. There has also been investigation into the origin, spelling and form of names which has often involved much correspondence, and there has been the task of supervising the clipping and mounting of newspaper reports on the conferring of names and of general articles on place names. This work has demanded an increasing portion of the time of the Secretary, who is also Provincial Librarian and Archivist, and the other members of the Board desire to record their appreciation of the zeal and efficiency with which this work has been done.

Acknowledgements

The Board wishes further to express its thanks to Mr. Dan E. C. Campbell, Director of the Alberta Travel Bureau, for placing his intimate knowledge of the Banff area of the Rocky Mountains at its disposal, and to Mr. H. P. Brownlee, Provincial Statistician and Alberta member of the Canadian Board on Geographic Names, for his continued collaboration in its work. It is especially indebted to the Surveys Branch of the Department of Public Works for constant assistance, and in particular to Mr. D. G. Thompson for his patient and meticulous checking of names and map sheets and for preparing sketch maps for the Board's use. The Board is highly appreciative also of the generous co-operation of the Press and Radio Stations of the Province which have been instrumental in stimulating a growing interest among the public at large in the evolving nomenclature of Alberta.

